

REMARKS

This request for reconsideration is submitted in response to the Office Action of February 8, 2008.

The Applicant wishes to thank the Examiner again for the interview of May 16, 2007.

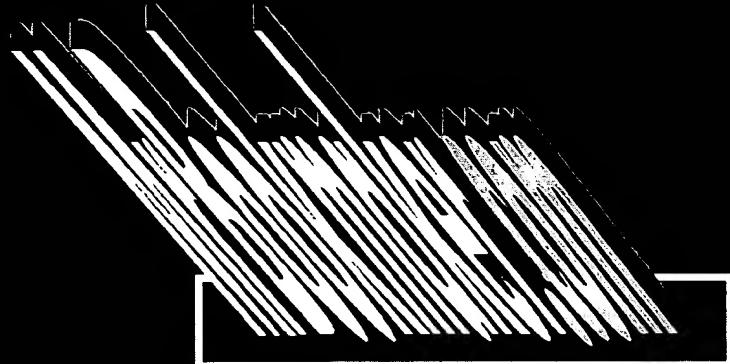
The Office Action rejected Claims 27-36 under 35 U.S.C. §103(a) as being obvious over the Brown reference (WO 93/04559) in view of the Fontworks, Sanity Font reference.

In short, a primary object of the presently claimed invention is to provide an image of an advertisement (an advertisement print) which, when viewed from an oblique direction, appears to integrate with the surroundings. This integration is achieved by providing a “secondary figurative element” which gives the appearance of being perpendicular to a primary advertisement image when viewed from the oblique direction. By providing the appropriate angles between the lines of the third dimension image (the “secondary figurative element”) and the lines forming the primary advertising image (i.e., the first and second dimensions of the image of the advertisement), the desired effect is achieved. As a result, the image of the advertisement is perceived as having three dimensions, and therefore is more easily integrated, perceptually, into the surroundings. It is thus possible to present a three-dimensional image of the advertisement without visually confusing the viewer.

In greater detail, the presently claimed invention relates to an advertisement comprising a print comprising primary and secondary figurative elements. The elements have been made in such a way that when viewed from an oblique angle (Camera view), the primary elements transform into a first plane different from the advertising plane, and the secondary elements transform into a second plane perpendicular to said first plane.

See below figure for the different angles of view of the same print

Topview:

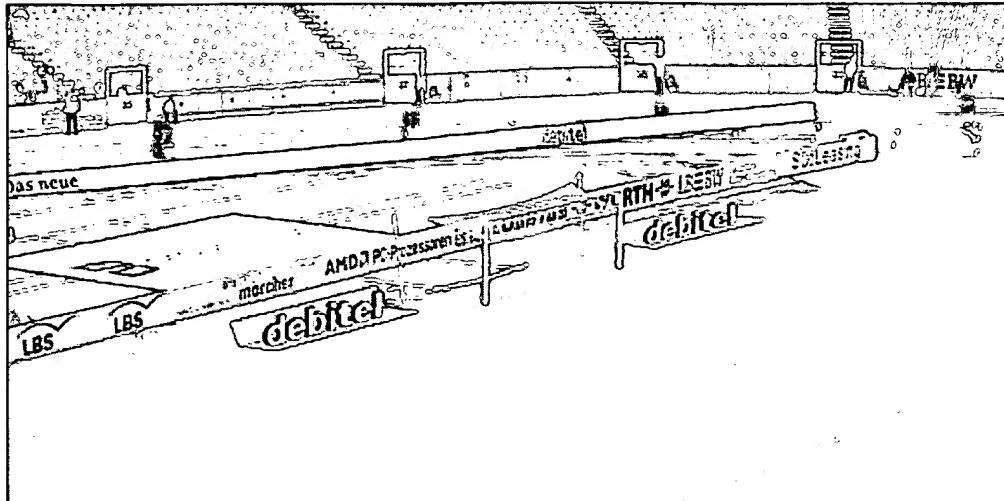


Camera view:

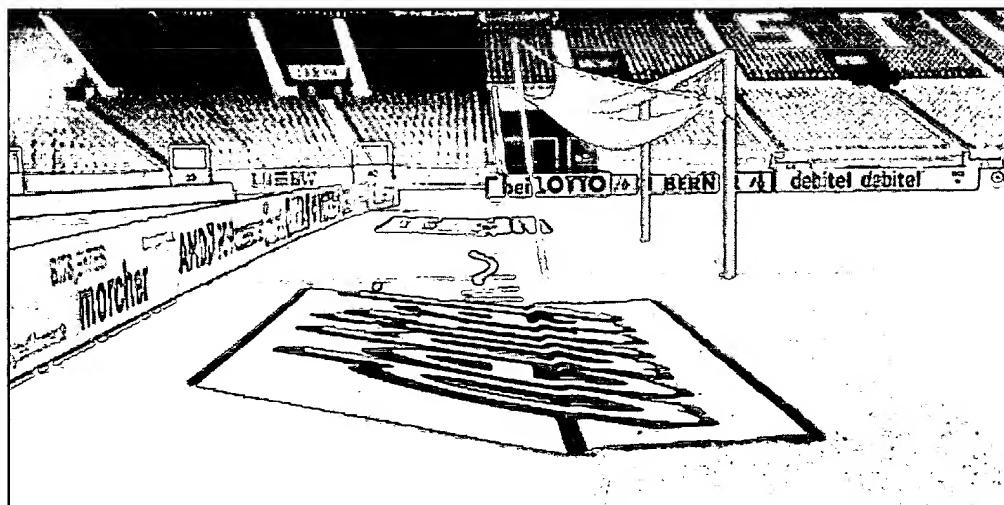


As mentioned in the patent application, the problem to be solved is to make an advertisement print which, when being viewed from an oblique direction, integrates with the surroundings. This is obtained with an advertisement print as defined in claim 1. The perfect integration is obtained by the third dimension from the secondary element, which appears to be perpendicular to the plane of advertisement when seen in an oblique direction. An advantage with this perfect integration is that the advertisement is integrated with the surroundings, and it is possible to use the advertisement and obtain the three-dimensional effect without disturbing the viewer and the viewer's visual experience of the event.

In the below figures similar prints as shown above are positioned on a soccer field.



This picture shows the print according to the invention being viewed from an oblique viewpoint; the white front of the letters being the first dimension formed by the primary figurative element and the black depth of the letters together with the green support are the second dimension formed by the secondary figurative element.



This picture shows the print according to the invention and, as illustrated above, being viewed from another viewpoint; the white front of the letters being the primary figurative element and the black and green part being the secondary figurative element.

The attention of the Examiner is respectfully drawn to the first picture wherein the second dimension comprising the depth and the green support is made perpendicular to the lines of the surroundings in the field.

This is quite different from the Brown reference wherein no secondary figurative element is disclosed and only a two dimensional image is achieved. More specifically, the Brown reference refers to an image and the inverse perspective transformation of the image without destroying the visual experience of the user/reader. Nothing in the Brown reference discloses or suggests that the image is three dimensional or how this image could be transformed to obtain the three dimensional effect.

In other words, the Brown reference describes, in overall terms, how an image can be depicted in an inverse perspective form on a playing field, whereby, when said image is viewed from a video camera, it appears to be in a plane having an angle to the actual plane whereon the image has been depicted. The Brown reference does not describe how to add further elements to the depicted image in such a way that when said image is viewed from a video camera, it appears to have both a first surface plane in a first dimension and a second depth plane in a second dimension.

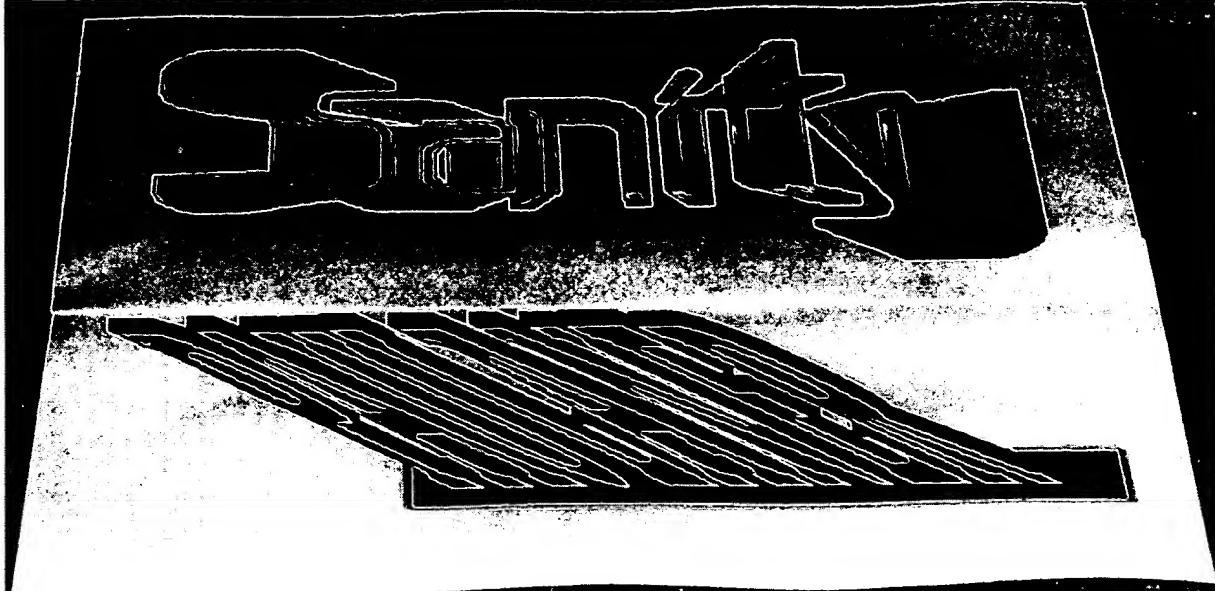
Further, it is respectfully submitted that this deficiency is not remedied by the Fontworks, Sanity Font reference as one would not be taught how to define the angles with respect to the first and second dimensions such that a third dimension is obtained and appears to be perpendicular to the plane of advertisement when the print carrier is seen in the third direction. Moreover, such a combination is even more unlikely to be suggested as the Fontworks, Sanity Font reference is merely a perspective rendition, much like a painting on a museum wall, which

achieves its effect through an extremely wide viewing angle. This is quite different from the presently claimed invention, wherein the three-dimensional effect, as well as the effect of the secondary figurative element, is achieved when viewed from the given oblique direction.

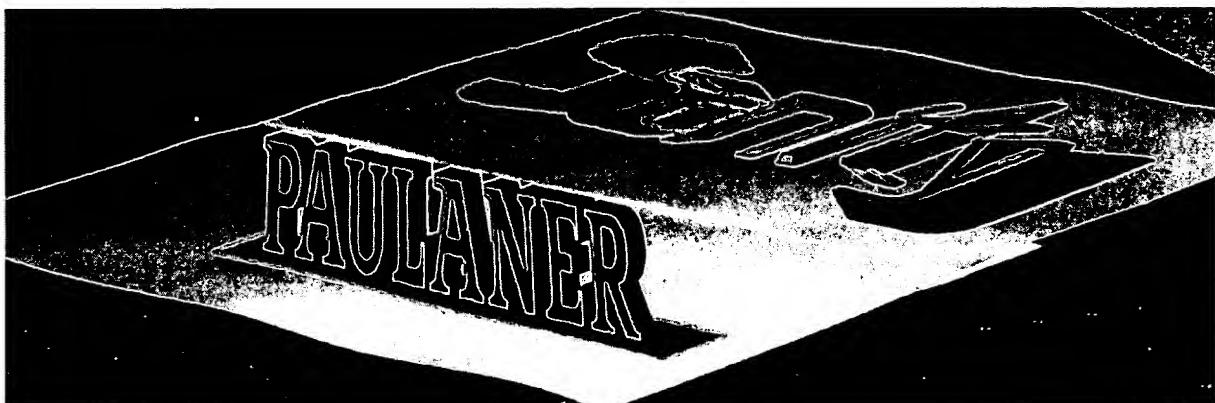
Furthermore, the Fontworks, Sanity font reference illustrates the word 'sanity' where a special font has been used. This font has a front which has been added to achieve an artistic effect. When looking at the letters from an oblique angle, the front of the letters does not appear in a plane different from the print plane. Similarly, the second element, being the artistic effect, does not appear in a plane perpendicularly to the plane of the letter front.

In the Fontworks, Sanity font reference, typefaces are shown having a three-dimensional appearance when viewed in a direction perpendicular to the print carrier. The person skilled in the art seeking to improve the apparatus described in the Brown reference, by looking at the Fontworks reference, would not know how to add a secondary figurative element depicting a third dimension, including how to define the angles to the first and second dimension such that a third dimension is obtained that appears to be perpendicular to the plane of advertisement when the print carrier is seen in the oblique direction.

Oblique angle (non-matching):



Oblique Angle (Matching):



It is therefore respectfully submitted that all of the presently pending claims are patentable over the Brown reference and the Fontworks, Sanity Font reference.

For all of the reasons above, it is respectfully submitted that all of the presently pending claims are in immediate condition for allowance. The Examiner is respectfully requested to

withdraw the rejections of the claims, to allow the claims, and to pass this application to early issue.

Respectfully submitted,



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